

Assessment

1a) Describe the primary project goals. *(Please limit to three.)*

1a. Please provide up to three goal statements drawn from the overall purpose of the project. Primary project goal statements should be broad in scope.

TIP: Goal statements must have outcomes that can be measured in some way. Abstract goals are difficult to both enact and assess.

Like this: To create a dance portrait of the automobile industry reflecting the complexity of human movement and manufacturing.

1b) Explain the criteria you will use to determine how successful your project has been.

1b. For each goal statement, provide a one-line description of how attainment of the goal should be measured. The outside evaluator will use this criteria in providing feedback to the project administrator. The evaluator may also provide feedback on the appropriateness of the measurement criteria. Your pre-determined criteria are the blueprint for feedback.

Like this: A number of complex ideas, such as humans as masters of nature, will be explored in post-performance discussion. Discussions will be facilitated, observed and recorded.

Assessment

2a. Please use up to three statements to address the main activities of the project.

Like this: Following performances, facilitators will develop formats and conduct discussions integrating important issues.

2a) Describe how project activities will be implemented.

2b. For each implementation statement, please provide a one-line description about how you will determine whether the activity was effectively implemented.

TIP: If you have trouble describing how you will know, the project activities may need further refinement.

Like this: Previously identified important issues, which are referenced in discussion, will be kept track of by facilitators on a specially-designed form.

2b) Explain how you will determine how effective the implementation strategies have been.

Assessment

3a. Many activities confer economic benefit.

TIP: Use all the things you will do that either cause increased activity directly or indirectly.

Like this: Advertising will be increased to a 150-mile radius, more use will be made of radio and TV, dinner packages will be arranged with Mrs. Potter's Restaurant and merchandise discount coupon tie-ins will be created with other local merchants, all to increase economic activity.

3a) Describe how the program will enhance Michigan's economy, communities and families.

3b. Remember, you need to have goals in order to be able to measure results against them.

TIP: Try to quantify what you want to happen.

Like this: Using previous years' figures, a base of expenses will be calculated and this year's expenditures on advertising, etc., will be measured against the base. Also, coupons will be counted and the restaurant will be asked to keep track of combination packages. Ultimately these latter figures will form a new base for next year's projections.

3b) Explain how you will determine how the program enhanced Michigan's economy, communities and families.

Assessment

4a) List your target audience(s) and how you plan to serve them.

4a. Identify your target audience(s) in a single statement, then say how you plan to serve them. The target audience(s) may consist of members of a particular demographic group (e.g., children or seniors), residents of a particular region, et cetera.

TIP: Your target audience(s) should be implicit in your primary project goals. Outcome statements about service to the target audience(s) are likely to be components of project activities.

Like this: Non-traditional, first-time attending adults connected with the auto industry.

4b) Explain how you will determine the success of the project in serving the target audience(s).

4b. Describe how it should be determined that the project was successful in serving the target audience(s).

TIP: It's not that everyone, as in the example above, is not welcome. They are simply not a "target" audience for this project. (The assessor may also provide feedback about the perceived appropriateness of the target audience(s) for this project.)

Like this: Adults will be queried about previous attendance patterns at the time of ticket pickup, and first-time attending adults will be issued color-coded tickets. They will be counted.

Program Evaluation

5a. This question is straightforward.

TIP: Don't over-complicate this answer. Stick to measurable goals. (There are, of course, times when Michigan artists are not being used, but there still may be a benefit to them from seeing others, making contacts, et cetera. There may also be times when an out-of-state troupe or artist brings something to Michigan that we do not have or which was not available. In that case, the question does not apply. So note.)

Like this: Fourteen Michigan artists will be employed: seven dancers, three technicians, one lighting designer, one graphic designer and two costumers.

5a) Describe how project activities will support Michigan artists (e.g., through employment, promotion, production).

5b. The answer to this is to count who actually was used and compare that to your goal, above.

5b) Explain how you will determine the extent to which Michigan artists have been supported through this project.

Assessment

6a) Describe the measures you will take to ensure quality for this project.

6a. Quality may be the most difficult question, especially when it comes to being able to measure the outcome. Still, it is important that we not ignore how good something is; it is not enough to “just do” things.

TIP: Remember that quality is situation-specific. An ambitious performance by a community ensemble should not be expected to be professional symphony quality. However, there should be, at the same time, a sense that the potential of the group has been fully tapped.

Like this: The difficulty level of the choreography for this project will stretch the skills of both the artists and the audience. Both performance challenges and the audience’s awareness of those challenges and how they enriched the performance will be considered.

6b) Explain how you will determine how well the artistic quality goals for this project have been met.

6b. Like this: Feedback from post-performance discussions, public reviews, expert testimony, rating cards, and material from other appropriate sources will be combined to create a “quality picture” of the event.